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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/014,840	10/22/2001	Todd R. Wagner	12587-019001	1829

26212 7590 03/31/2004

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225 FRANKLIN STREET
BOSTON, MA 02110

EXAMINER

IRSHADULLAH, M

ART UNIT	PAPER NUMBER
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3623

DATE MAILED: 03/31/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Advisory Action

Application N .

10/014,840

Applicant(s)

WAGNER ET AL.

Examin r

M. Irshadullah

Art Unit

3623

MW

—The MAILING DATE of this communication appears on the cover sheet with the correspondence address —

THE REPLY FILED 26 February 2004 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. Therefore, further action by the applicant is required to avoid abandonment of this application. A proper reply to a final rejection under 37 CFR 1.113 may only be either: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114.

PERIOD FOR REPLY [check either a) or b)]

- a) ☒ The period for reply expires 4 months from the mailing date of the final rejection.
- b) ☐ The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection. ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

1. ☐ A Notice of Appeal was filed on _____. Appellant's Brief must be filed within the period set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)), to avoid dismissal of the appeal.
2. ☐ The proposed amendment(s) will not be entered because:
- (a) ☐ they raise new issues that would require further consideration and/or search (see NOTE below);
 - (b) ☐ they raise the issue of new matter (see Note below);
 - (c) ☐ they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 - (d) ☐ they present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____.

3. ☐ Applicant's reply has overcome the following rejection(s): _____.
4. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
5. ☒ The a) ☐ affidavit, b) ☐ exhibit, or c) ☒ request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.
6. ☐ The affidavit or exhibit will NOT be considered because it is not directed SOLELY to issues which were newly raised by the Examiner in the final rejection.
7. ☒ For purposes of Appeal, the proposed amendment(s) a) ☒ will not be entered or b) ☐ will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____.

Claim(s) objected to: _____.

Claim(s) rejected: 1-41.

Claim(s) withdrawn from consideration: _____.

8. ☐ The drawing correction filed on _____ is a) ☐ approved or b) ☐ disapproved by the Examiner.
9. ☐ Note the attached Information Disclosure Statement(s) (PTO-1449) Paper No(s). _____.
10. ☐ Other: _____

TARIQ R. HAFIZ
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600

Continuation of 5. does NOT place the application in condition for allowance because: "Personalization in MarketFirst is based on individual needs for prospect or customer not some one in the marketing role". In this respect it is noted that Applicant's interpretation of "prospect or customer" in "marketing professionals can design interactive web pages that are personalized in real time to a prospect or customer's individual needs", is out of context. Applicant is requested to recite above citation in the context as to what is being discussed. The discussion is about "MarketFirst 2.0 Highlights, spanning page 2, line 9 through page 3, line 8". One of the highlights is the above cited one. In that context "prospect or customer" is indeed the "user" who is employing or implementing the MarketFirst 2.0 system, as indicated by "MarketFirst 2.0 is available to initial customers including Clarity Inc. etc., page 1, lines 11-16". Said users or prospect or customer comprising "Marketing executive, page 1, line 37", "marketing managers, page 2, line 17 etc.", and clearly they have their "functions or roles" as Executives, managers etc., MarketFirst system provides cited "web pages" which are "personalized or customized or tailored" as per prospect's or customer's or Marketing executive's or manager's needs or functional needs or roles: "interactive web pages are personalized in real time that are presented in real time to a prospect or customer or user of MarketFirst 2.0 system according or corresponding to their needs, page 2, lines 29-34"; said "needs" indicating their specific or particular functional needs or roles". Moreover, Applicant's specification describes "roles" as "executive, marketing manager etc., page 9, lines 18-20", and it also states that "the portal 42 "will be" user-specific and "tailored" to the user's role served in the organization, page 9, lines 15-16". Thus, "personalization" in MarketFirst 2.0 is in accordance or corresponding to the needs or functions or roles of MarketFirst 2.0 system users or prospects or customers comprising Marketing executive, managers etc..